

# Hispanics and Household Products - US - November 2012

## Scope and Themes



*“The likelihood of Hispanic consumers purchasing various types of household products and their attitudes toward these products are among the key issues discussed in this report. Hispanics seek dependability and trust when buying household products, and having past experience with an item is the leading factor in what leads them to make a purchase. Cost is also a key factor, but Hispanics are less likely to ‘trade down’ to a bargain product and instead choose from a few preferred brands. Marketers should therefore understand that Hispanics are more likely to associate value with product quality than with the ability to obtain household goods at the lowest available price.”*

– Adam Jacobson, Multicultural Analyst

## In this report we answer the key questions:

- **What factors are of primary importance to Hispanic consumers when choosing household products?**
- **Can household products benefit from packaging that includes words and phrases in Spanish?**
- **Should marketers rethink the ways they target younger Hispanic adults?**

According to the U.S. Census Bureau, the Hispanic population is expected to reach 61.1 million by 2017, a 33% increase from 2007. Additionally, Hispanic spending power is expected to climb to nearly \$1.7 trillion by 2017, from nearly \$1.2 trillion in 2012. Hispanic households are more likely than non-Hispanic households to have children. Hispanic families are also larger than non-Hispanic families, thus increasing the likelihood and incidence of use of various household products. The language Hispanics choose to speak at home weighs heavily in their selection decisions of household products, with name brands held in higher regard among less acculturated Hispanics. Understanding these differences and the types of household products Hispanics prefer

**BUY THIS  
REPORT NOW**

**VISIT:**

[store.mintel.com](http://store.mintel.com)

**CALL:**

EMEA

+44 (0)207 778 7151

Americas

+1 (312) 943 5250

APAC

+61 (0)2 8284 8100

Brazil

0800 095 9094

**EMAIL:**

[oxygen@mintel.com](mailto:oxygen@mintel.com)

**DID YOU  
KNOW?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

# Hispanics and Household Products - US - November 2012

## Scope and Themes

will help marketers not only maintain but grow their business among this important consumer group.

This report builds on Mintel's *Air Fresheners—U.S., September 2012*, *The Hispanic Private Label Consumer—U.S., August 2012*, *Dishwashing Products—U.S., April 2012*, *Household Paper Products—U.S., February 2012*, *Household Cleaning: The Consumer—U.S., May 2011*, *The Hispanic Retail Report: Household, Electronics, Apparel, Grocery, and Personal Care—U.S., March 2011*, and *Hispanics and Household Products—U.S., October 2010*.

This report covers Hispanics' attitudes and consumption patterns with regard to household paper products, home laundry products, and household cleaning goods. It takes a close look at how their purchasing choices and behaviors are affected by age, gender, income, language preference, and other factors. It also examines where Hispanic consumers shop for household products, and their consumption of household products based on their shopping destination. Discussions and examples of trends and opportunities for marketers, including the role of major retail channels, are provided.

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

**EMAIL:** [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

### **SCOPE AND THEMES**

*What you need to know*

*Definition*

*Data sources*

Sales data

Consumer survey data

Advertising

*Abbreviations and terms*

Abbreviations

Terms

### **EXECUTIVE SUMMARY**

*The market*

Hispanics' expenditures compared to the total population

Figure 1: Total expenditures on household cleaning and laundry products, by Hispanic origin, 2007-12

Cleaning responsibilities of the household

Figure 2: Likelihood of handling household cleaning responsibilities, by gender, July 2012

Types of household paper goods used by Hispanics

Figure 3: Household use of paper towels, facial tissues, and paper napkins, by race/Hispanic origin, April 2011-June 2012

Brand allegiance among Hispanics who purchase household products

Figure 4: Purchasing preferences of household products among Hispanic adults, July 2012

Key factors when purchasing laundry detergents

Figure 5: Top five factors influencing Hispanics' choice of laundry detergents, by language spoken in the home, July 2012

Likelihood of using cleaning wipes

Figure 6: Hispanics' likelihood of using cleaning wipes, July 2012

Preferred scents of air fresheners

Figure 7: Hispanics' preferred scent of air fresheners, by gender, July 2012

Preferred retailers of household products

Figure 8: Hispanics' preferred retailer of household cleaning products, by language spoken in the home, July 2012

*The consumer*

U.S. Hispanic population

Figure 9: Population, by race/Hispanic origin, 2007-17

Hispanic household size

Figure 10: Average household size, by Hispanic origin/race of householder, 2001, 2008, and 2011

Hispanic purchasing power

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

**EMAIL:** [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

Figure 11: Purchasing power, by race/Hispanic origin, 1990-2017

*What we think*

### **ISSUES IN THE MARKET**

*What factors are of primary importance to Hispanic consumers when choosing household products?*

*Can household products benefit from packaging that includes words and phrases in Spanish?*

*Should marketers rethink the ways they target younger Hispanic adults?*

### **INSIGHTS AND OPPORTUNITIES**

*Eco-friendly household products can gain from Spanish-language marketing strategies*

*Mature household product categories can see new gains from Hispanics*

### **TREND APPLICATIONS**

*Trend: Men Shopping Badly*

*Trend: Home of the Senses*

*2015 Trend: Old Gold*

### **THE HISPANIC HOUSEHOLD CLEANING CONSUMER**

*Key points*

*Household products expenditures*

Hispanics' expenditures compared to the total population

Figure 12: Total expenditures on household cleaning and laundry products, by Hispanic Origin, 2007-12

*Household cleaning in Hispanic homes*

Hispanic men actively assist with household cleaning duties

Figure 13: Household cleaning responsibilities among Hispanic adults, by gender, July 2012

Figure 14: Household cleaning responsibilities among Hispanic adults, by gender and age, July 2012

*Likelihood of household product purchases among Hispanic adults*

Hispanic men are slightly less likely to shop for household products

Figure 15: Likelihood of grocery shopping among Hispanic adults, by gender and age, July 2012

*Attitudes toward household products*

Hispanic consumers are brand loyal when it comes to laundry detergents

Figure 16: Purchasing preferences of household products among Hispanic adults, July 2012

English-only households are least likely to express brand loyalty

Figure 17: Likelihood of always buying the same brand of household products, by language spoken in the home, July 2012

Hispanic Women are more likely to switch between preferred brands

Figure 18: Likelihood of purchasing a variety of favorite brands of household products, by gender, July 2012

Language preference plays a role in the use of certain household products

Figure 19: Non-purchases of household products, by language spoken in the home, July 2012

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

### *Retail preferences*

Hispanics are far more likely to purchase household cleaning products at Walmart

Figure 20: Hispanics' preferred retailer of household cleaning products, July 2012

Figure 21: Retailers Hispanics frequent when purchasing household cleaning products, by language spoken in the home, July 2012

Figure 22: Other retailers Hispanics frequent when purchasing household cleaning products, by language spoken in the home, July 2012

### **HOUSEHOLD CLEANERS AND THE HISPANIC CONSUMER**

#### *Key points*

#### *Usage of household cleaners*

Hispanic households use cleaners to disinfect and deodorize

Figure 23: Ways Hispanic households use household cleaners, by race/Hispanic origin, April 2011-June 2012

#### *Household cleaners used by Hispanics*

Hispanic households are likely to use multipurpose wipe cleaners

Figure 24: Likelihood of use of cleaning wipes among Hispanics who handle household cleaning duties, July 2012

Bilingual households are most likely to use wipe cleaners

Figure 25: Hispanics' likelihood of using cleaning products, by language spoken in the home, July 2012

#### *Disposable wipes and floor cleaners*

Hispanics show a preference for Clorox

Figure 26: Brands of disposable wipes and floor cleaners, by race/Hispanic origin, April 2011-June 2012

Figure 27: Clorox Fraganzia Lavender with Eucalyptus and Mint multi-purpose cleaner

Figure 28: Clorox Fraganzia Spring air freshener

Figure 29: Clorox Fraganzia Pine Woods scented toilet bowl rim hanger

English-dominants are much more likely to use Swiffer

Figure 30: Brands of disposable wipes and floor cleaners used in Hispanic households, by language spoken in the home, April 2011-June 2012

#### *Window and glass cleaners*

Hispanics, like all consumers, are likely to use window and glass cleaners

Figure 31: Household use of window and glass cleaners, by race/Hispanic origin, April 2011-June 2012

Windex is the preferred brand among all consumer groups

Figure 32: Brands of window and glass cleaners used in Hispanic households, by race/Hispanic origin, April 2011-June 2012

#### *Fabric and carpet deodorizers and fresheners*

Hispanics are slightly more likely to use fabric and carpet deodorizers

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

Figure 33: Household use of fabric and carpet deodorizers and fresheners, by race/Hispanic origin, April 2011-June 2012

Figure 34: Hispanic household use of fabric and carpet deodorizers and fresheners, by language spoken in the home, April 2011-June 2012

### **HISPANICS' ATTITUDES TOWARD LAUNDRY AND DISH DETERGENTS**

#### *Key points*

#### *Reasons for selecting laundry detergent products*

Familiarity, price, and scent drive Hispanics' laundry detergent selections

Figure 35: Factors influencing Hispanics' choice of laundry detergent, by language spoken in the home, July 2012

#### *Laundry habits of the Hispanic consumer*

Hispanic Women are more concerned about clothing care

Figure 36: Attitudes of Hispanic adults who purchase laundry detergent, by gender, July 2012

Spanish-dominants are most concerned about clothing care

Figure 37: Attitudes of Hispanic adults who purchase laundry detergent, by language spoken in the home, July 2012

### **LAUNDRY DETERGENTS AND THE HISPANIC CONSUMER**

#### *Key points*

#### *Types of laundry detergents and soaps used*

Hispanics over- index in their use of powdered detergent

Figure 38: Types of laundry soap and detergent used in households, by race/Hispanic origin, April 2011-June 2012

Figure 39: Types of laundry soap and detergent used in Hispanic households, by language spoken in the home, April 2011-June 2012

#### *Brands of laundry detergents and soaps used*

Tide HE and Gain are the top choices among Hispanic consumers

Figure 40: Brands of laundry soaps and detergents used, by race/Hispanic origin, April 2011-June 2012

Language preferences is a key determinant in laundry detergent choice

Figure 41: Brands of laundry soaps and detergents used in Hispanic households, by language spoken in the home, April 2011-June 2012

Brand preferences vary by household income

Figure 42: Brands of laundry soaps and detergents used in Hispanic households, by household income, April 2011-June 2012

#### *Fabric softeners*

Hispanics are more likely than non-Hispanics to use fabric softeners

Figure 43: Household use of fabric softeners, by race/Hispanic origin, April 2011-June 2012

Spanish-only households are most likely to use liquid fabric softener

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

Figure 44: Types of fabric softener use in Hispanic households, by language spoken in the home, April 2011-June 2012

### *Brands of fabric softeners used*

Brand preferences greatly vary by the language spoken in the home

Figure 45: Brands of fabric softeners used in Hispanic households, by language spoken in the home, April 2011-June 2012

### *Laundry boosters, pre-soaks, and pre-cleaners*

Hispanics are less likely than Whites or Blacks to use boosters/pre-cleaners

Figure 46: Household use of laundry boosters, pre-soaks, and pre-cleaners, by race/Hispanic origin, April 2011-June 2012

Figure 47: Household use of laundry boosters, pre-soaks, and pre-cleaners, by race/Hispanic origin, April 2011-June 2012

Language preference is a key factor in types of boosters/pre-soaks/pre-cleaners used

Figure 48: Types of laundry boosters, pre-soaks, and pre-cleaners used in Hispanic households, by language spoken in the home, April 2011-June 2012

## **HOUSEHOLD GOODS AND THE HISPANIC CONSUMER**

### *Key points*

#### *Paper towels*

Hispanics are heavy users of paper towels

Figure 49: Hispanic household use of paper towels, by race/Hispanic origin, April 2011-June 2012

Figure 50: Quantity of paper towels used in Hispanic households in the last 30 days, by race/Hispanic origin, April 2011-June 2012

Figure 51: Quantity of paper towels used in Hispanic households in the last 30 days, April 2011-June 2012

Half of Hispanics who purchase paper towels ration their use

Figure 52: Attitudes of Hispanic adults toward paper towels, July 2012

Figure 53: Hispanic attitudes toward paper towels, by language spoken in the home, July 2012

#### *Facial tissue*

Hispanic households are less likely to use tissues

Figure 54: Usage of facial tissues in Hispanic households, by race/Hispanic origin, April 2011-June 2012

Figure 55: Usage of facial tissues in Hispanic households, by household income, April 2011-June 2012

Figure 56: Attitudes of Hispanic adults toward facial tissue, July 2012

Figure 57: Hispanic attitudes toward facial tissue, by language spoken in the home, July 2012

#### *Paper napkins*

Hispanics are more likely than non-Hispanics to use paper napkins

Figure 58: Hispanic household use of paper napkins, by race/Hispanic origin, April 2011-June 2012

Figure 59: Hispanic household use of paper napkins, by language spoken in the home, April

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

2011-June 2012

Figure 60: Attitudes of Hispanic adults toward napkins, July 2012

Figure 61: Hispanic attitudes toward paper napkins, by language spoken in the home, July 2012

Figure 62: Brands of paper napkins used in Hispanic households, April 2011-June 2012

### *Toilet paper*

Less affluent Hispanic households use less toilet paper

Figure 63: Quantity of toilet paper used in Hispanic households in the last 30 days, April 2011-June 2012

Figure 64: Attitudes of Hispanic adults toward toilet paper, July 2012

Figure 65: Hispanic attitudes toward toilet paper, by gender and age, July 2012

### *Plastic-type kitchen wrap*

Figure 66: Hispanic household use of plastic-type kitchen wrap, by race/Hispanic origin, April 2011-June 2012

Figure 67: Hispanic household use of plastic-type kitchen wrap, by household income, April 2011-June 2012

### *Aluminum foil*

Figure 68: Hispanic household use of aluminum foil, by race/Hispanic origin, April 2011-June 2012

Figure 69: Types of aluminum foil used in Hispanic households, by language spoken in home, April 2011-June 2012

Figure 70: Quantity of aluminum foil used in Hispanic households, by language spoken in the home, April 2011-June 2012

## **DISH DETERGENTS AND THE HISPANIC CONSUMER**

### *Key points*

#### *Key factors among Hispanics when purchasing dish detergent or soap*

Past product experience is the top attribute for Hispanic dish detergent buyers

Figure 71: Factors influencing Hispanics' choice of dish detergent/soap, July 2012

Spanish-dominants seek environmentally friendly dishwashing products

Figure 72: Factors influencing Hispanics' choice of dish detergent/soap, by language spoken in the home, July 2012

#### *Usage of dish detergents and soaps*

Hispanic households are slightly less likely to use dishwashing liquid

Figure 73: Hispanic household use of dish soap, by race/Hispanic origin, April 2011-June 2012

Dawn and Palmolive are frequently used dishwashing liquid brands

Figure 74: Brands of dish soap used in Hispanic households, by language spoken in the home, April 2011-June 2012

Hispanics are much less likely to use dishwasher products

Figure 75: Household use of dishwashing detergent, by race/Hispanic origin, April 2011-June 2012

More than half of English-dominants use automatic dishwashing products

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

Figure 76: Hispanic household use of dishwashing detergent, by language spoken in the home, April 2011-June 2012

### **AIR FRESHENERS AND THE HISPANIC CONSUMER**

#### *Key points*

#### *Air fresheners and room deodorizers*

Hispanics and Black consumers are the most likely to use air fresheners

Figure 77: Hispanic household use of air freshener sprays and room deodorizers, by race/Hispanic origin, April 2011-June 2012

Figure 78: Types of air freshener sprays and room deodorizers used in Hispanic households, by language spoken in home, April 2011-June 2012

#### *Preferred scents of air fresheners*

Hispanics are particularly fond of lavender and floral scents

Figure 79: Air freshener scents most likely used by Hispanics, by gender, July 2012

Spanish-dominant air freshener users are most fond of floral scents

Figure 80: Air freshener scents most likely used by Hispanics, by language spoken in the home, July 2012

#### *Brands of air fresheners*

Hispanic households prefer Febreze and Glade

Figure 81: Brands used in Hispanic households that consume air freshener sprays and room deodorizers, by language spoken in home, April 2011-June 2012

Figure 82: Quantity of air freshener sprays and room deodorizers used in Hispanic households in the last six months, by language spoken in the home, April 2011-June 2012

### **MARKETING STRATEGIES**

#### *Key points*

#### *Television*

#### *Tide*

Figure 83: Tide laundry detergent, TV ad, September 2012

#### *Scott*

Figure 84: Scott paper products, TV ad, October 2012

#### *Bounty*

Figure 85: Bounty, TV ad, October 2012

#### *Gain*

Figure 86: Gain laundry detergent, TV ad, October 2012

#### *Glade*

Figure 87: Glade apple cinnamon scents, TV ad, December 2011

#### *Online strategies*

#### *Clorox*

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

**EMAIL:** [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

Suavitel

### **U.S. HISPANIC POPULATION**

#### *Key facts*

#### *U.S. population by race/Hispanic origin*

Figure 88: Population, by race/Hispanic origin, 1970-2020

Figure 89: Asian, Black, and Hispanic populations, 1970-2020

Figure 90: Population, by race/Hispanic origin, 2007-17

#### *The Hispanic and non-Hispanic population*

The Hispanic and total U.S. population by age

Figure 91: U.S. Hispanic population, by age, 2007-17

Figure 92: U.S. Population, by age, 2007-17

#### *The Hispanic and total U.S. population by gender*

#### *Women*

Figure 93: Hispanic Women by age, 2007-17

Figure 94: Total U.S. female population, by age, 2007-17

#### *Men*

Figure 95: Hispanic Men by age, 2007-17

Figure 96: Total U.S. male population, by age, 2007-17

#### *Generations*

Hispanics by generation

Figure 97: Generations—Hispanics vs. non-Hispanics, 2011

Figure 98: Fertility rate, by race and Hispanic origin of mother, 2000-10

#### *Hispanic purchasing power*

Figure 99: Purchasing power, by race/Hispanic origin, 1990-2017

Figure 100: Top 10 states ranked by share of Hispanic buying power, 2012

Figure 101: Top 10 states ranked by value of Hispanic buying power, 2012

#### *U.S. household income distribution*

Figure 102: Median household income, by race/Hispanic origin of householder, 2011

#### *Hispanic income levels*

Figure 103: Largest Hispanic states, by Hispanic disposable income, 2010

#### *The Hispanic household*

Figure 104: Average household size, by Hispanic origin/race of householder, 2001, 2008 and 2011

Figure 105: Households, by number of people in the household—Hispanics vs. all households, 2011

Figure 106: Households with children, by race/Hispanic origin of householder, 2011

Figure 107: Households, by race of householder and presence and ages of children, 2011

#### *Hispanics by country of origin/heritage*

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

**EMAIL:** [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Hispanics and Household Products - US - November 2012

## Contents

Figure 108: Hispanic population, by type, 2000-10

Figure 109: Graph: Hispanics, by country of origin/heritage, 2010

*Hispanics by geographic concentration*

Figure 110: Largest\* Hispanic groups, by region, by country of origin/ancestry, 2010

Figure 111: Hispanic population, by region of residence, 2000-10

Figure 112: Graph: Hispanic population, by region, 2010

Figure 113: 10 places\* with highest number of Hispanics, 2010

Figure 114: 10 places\* with the largest share of Hispanics, 2010

*States with the most Hispanic population growth*

Figure 115: States ranked by change in Hispanic population, 2000-10

Figure 116: Five states with the greatest percentage of Hispanic growth, 2000-10

*Key Hispanic metropolitan areas*

Figure 117: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Figure 118: U.S. Hispanic households, by metropolitan status, 2006-11

*Acculturation*

What is acculturation?

Why is level of acculturation important?

Levels of acculturation

Figure 119: Hispanics, by acculturation and assimilation level, 1998-2008

What is retro-acculturation?

### **APPENDIX—OTHER USEFUL INFORMATION**

Figure 120: Attitudes of Hispanic adults who purchase laundry detergent, by gender and age, July 2012

Figure 121: Hispanic attitudes toward toilet paper, by language spoken in the home, July 2012

Figure 122: Brands of dishwashing detergent used in Hispanic households, by language spoken in the home, April 2011-June 2012

### **APPENDIX—TRADE ASSOCIATIONS**

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)